

# New Product Launch Rollout Campaign Plan & Calendar

**Company (Organization) Name:** [Enter company or organization name here.]

**Date of Plan:** [Enter date of plan here.]

**Date Plan Last Updated:** [Enter date here.]

**Period Covered by Plan:** [Enter period which plan covers here.]

**Plan Prepared by:** Enter [names and titles of individuals who prepared this plan.]

Note: instructions are included for each section. As sections are filled in, the instructions can be typed over. If a section does not apply to your business, you may leave it blank. This new product launch rollout campaign plan template can be used for business-to-consumer or business-to-business planning. When printing or saving your plan, this note may be deleted from the plan template.

Activity / Task	Description	Timing (due date, execution date or completion date)	Who
<b>Prelaunch Activities and Calendar</b>			
<b>Internal</b>			
Launch Plan and Budget developed and approved	<i>Determine test area or full expansion area marketing plan including end user advertising plan and budget; trade advertising and merchandising materials plan and budget; merchandising plan and budget; educational plan and budget; publicity plan and budget; sales promotion plan and budget including prospect incentives if required; cooperative advertising policies; trade allowances, stocking charge policies; etc.</i>		
Press Release prepared and approved			
Press contact list prepared			
Promotional Materials Prepared and delivered			
Website Content developed and completed			
Advertising Campaign developed and completed	<i>Describe campaign elements: timing of production; critical due dates; and budget for both end user and trade advertising. Include print advertising, direct mail, electronic, email, components, etc.</i>		
Event locations selected and booked			
<b>Launch Activities and Calendar</b>			
<b>External</b>			

Press Release	<p><i>Press releases are sent to the following weekly, monthly and general business publications announcing the new product.</i></p> <p><i>List Recipients:</i>  </p>		
First Look Reviews	<p><i>First look and review products are sent to the following publications:</i></p> <p><i>List Publications:</i>  </p>		
Analysts; Press; Consultant Event	<p><i>Describe any events for the external community including breakfasts, receptions, and include content such as demonstrations of product, etc.</i></p> <p><i>Include timing, location and budget for events, as well as invitation list.</i>  </p>		
Print Advertising (Newspaper, Magazine)	<p><i>Advertising to appear in the following publications:</i></p> <p><i>List Publications; Issue; Street Date</i>  </p>		
Broadcast Advertising	<p><i>Advertising to appear on the following television and radio channels:</i></p> <p><i>List Stations; Length; Time Slot; Broadcast Date</i>  </p>		
Direct Mail	<p><i>Direct mail piece mailed to customer base and potential customers announcing new product.</i>  </p>		
E-Mail	<p><i>Email piece mailed to customer base and potential customers announcing new product.</i>  </p>		
Web Advertising	<p><i>Advertising to appear in banner ads and web videos.</i></p>		
Website Content Posted	<p><i>Describe Website content.</i>  </p>		
SMS Text Messaging	<p><i>Advertising to appear in SMS text messages to customer base and potential customers who have opted in to receive text messages.</i></p> <p><i>List Message Description, Broadcast Dates and Times</i>  </p>		

Social Media Advertising and Announcements	<p><i>Announcements and advertising to appear in social media such as LinkedIn, Facebook, MySpace, Twitter, etc.</i></p> <p><i>List Media, Message/Ad Description, Launch Date/Time</i></p>		
Outdoor/Mobile Advertising	<p><i>Advertising to appear on kiosks, billboards, vehicles, etc.</i></p> <p><i>List Media, Message/Ad Description, Launch Date</i></p>		
Buyer Promotions	<p><i>Describe special offers or incentives or promotions in support of the product launch either to existing customers or prospective customers.</i></p>		
Customer Evaluations and Beta Testing Sites	<p><i>Describe whether key customers will be selected from the customer base to receive the product for testing and evaluation.</i></p> <p><i>List Customers:</i></p>		
Retail	<p><i>Specify in store delivery and product setup dates for all retail outlets.</i></p> <p><i>List Retail Outlets, Delivery Dates, Floor Setup Dates</i></p>		
Retail POP and POS	<p><i>Describe any retail point of purchase (POP) or point of sale (POS) promotions to promote and launch the new product.</i></p> <p><i>List Promotions, Offers, Any Special In Store Signage Support that needs to be produced; Production dates, Delivery Dates of Materials</i></p>		
<b>Internal</b>			
Sales aides	<p><i>The following selling aides and collateral materials will be prepared for the reps: (list all other materials); i.e.</i></p> <p><i>Product Spec Sheets</i></p> <p><i>Competitive Product Comparison Sheets</i></p> <p><i>Product line positioning sheets</i></p> <p><i>Color reproductions of new ad campaign</i></p>		
Program Kickoff event	<p><i>Internal event such as breakfast, reception, etc. to get everyone in company pumped up about product.</i></p>		

Company Wide Promotion	<i>Describe any company wide promotions to launch the new product.</i>		
Sales Training	<i>Describe required sales training, content, timing, supporting training materials.</i>		
Technical Training	<i>Describe required technical training for technical support staff including content, timing and supporting materials.</i>		
Sales contest or spiff program, etc.	<i>Describe sales contest and / or spiff program.</i>		